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Great Public Relations Award to Vasakronan

When the Swedish Public Relations Association presented the Great Public Relations Award on Thursday afternoon, the property company Vasakronan was presented as the winner. The jury's commendation mentions Vasakronan's long-term work with its brand and the goal-oriented manner in which information is used as a control and management instrument. Previous winners include Ericsson, IKEA and Fritidsresor.

The Great Public Relations Award has been presented annually since 1990. The award is given to a company, organization, public-sector body, project or person that has successfully used information and communication in a strategic overall perspective.

Vasakronan receives the award with the following commendation:

“For many years, Vasakronan has worked with its brand as a crucial success factor. Today, the company's brand is the most widely recognized in the property market. As a state-owned company, Vasakronan has used information as a control and management instrument in a goal-oriented manner. Consistency, a long-term approach and transparency have characterized the effort with clear messages and in full view of all stakeholders. Communication is interwoven throughout the entire operation, both internally and externally, and continuous measurements against its goals are a natural part of the work. Through its professional management work, Vasakronan is well prepared for the next step in its development in conjunction with a planned ownership change.”

“This is extremely flattering. An important goal for us is for all customers and employees to be satisfied and regard their relationship with Vasakronan as long-term. Good communication is a prerequisite for good relations. Consequently, we have invested highly in this and also measure our success on a regular basis,” says Håkan Bryngelson, President of Vasakronan.

The jury consisted of Jury Chairman Meg Tivéus, Professional Board member with assignments at Swedish Match, Cloetta Fazer, Billerud, Nordea Fonder and Boss, among others, Pontus Schultz, Editor-in-chief *Veckans Affärer*, Agneta Norén, President of Fora, Hans-Olof Karlsson, Guest Professor at Örebro University, Cecilia Schön Jansson, Communications Director SAAB and Chairman of the Swedish Public Relations Association, Ola Thorén, Consultant to the OT Group, Hanna Brogren, Public Relations Manager of Stockholm City and Margaretha Sjöberg, President of the Swedish Public Relations Association.

Earlier award winners:

Last year's winner was Ericsson. Prior years' winners of the Great Public Relations Award were IKEA, Fritidsresor, Malmö City, the Swedish Army, the Nobel Foundation, Den svenska historien (History of Sweden), Swedish State Railways, Tidningen i skolan (Newspapers in schools), Stadsmissionen (City Mission), Sundsvall Municipality, the Association of Swedish Chemical Industries/chemical promotion, Smokefree Generation, Jämtland's County Council, NCC, Anna Lindh and Fredrik Lindström.

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Vasakronan AB is one of the leading real estate companies in Sweden. Vasakronan is the largest supplier of commercial premises, primarily office properties, with locations in Stockholm, Göteborg, Malmö, Lund and Uppsala.

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